

Press Information

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New HEIDELBERG B3 inkjet printing system Jetfire 50 starts demo operation in the Print Media Center

- **Customer demonstrations now possible at the Wiesloch-Walldorf site**
- **Diverse demo jobs cover a wide range of offers in the industrial commercial sector**
- **Focus on hybrid production operations with Prinect**

Heidelberger Druckmaschinen AG (HEIDELBERG) is turning the entry into industrial digital commercial printing announced at drupa 2024 together with its cooperation partner Canon into reality. The new [Jetfire 50](#) B3 inkjet printing system from HEIDELBERG, which was showcased at the industry's leading trade fair, is now going into demo operation at the Print Media Center (PMC) at the Wiesloch-Walldorf site and is available for demonstrations to interested parties. Appointments can be made via the respective contact persons in the HEIDELBERG sales offices. In addition to a wide range of prepared print jobs, such as various brochures, flyers, cards or posters, customers can also test their own print jobs on the machine. The Jetfire 50 is able to cover a wide range of up to B3 format products in the commercial sector.

The hybrid interaction of all HEIDELBERG offset and digital printing systems controlled via the Prinect workflow will also be on show. By integrating offset and digital presses into a workflow with Prinect, users can significantly increase their flexibility, efficiency and cost-effectiveness in print production and also benefit from standardized access to the HEIDELBERG ecosystem.

"We are keeping our word and really stepping on the gas with the expansion of our digital offering for commercial print shops," says Dr. David Schmedding, Chief Technology & Sales Officer at HEIDELBERG. "Customers can now put the new B3 Jetfire 50 inkjet printing system through its paces at the Print Media Center in Wiesloch-

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Walldorf. The focus is on the advantages and possibilities of hybrid production in conjunction with our solutions for sheetfed offset printing."

First installations of the Jetfire 50 are planned for the first quarter of 2025

The Jetfire 50 is the new digital production solution for print service providers looking for alternative production methods. In B3 sheet format, the system combines all the flexibility benefits of digital printing with the stability of inkjet for commercial printing. Together with its industrial performance, the machine offers high flexibility and reliability. HEIDELBERG offers the machine with its own service and consumables. The first machines are scheduled to be installed at customer sites from the first quarter of 2025.

Image 1+2: Jetfire 50 from HEIDELBERG: productive and reliable in B3 sheet format will be available for customer demonstrations at the HEIDELBERG PMC from September 2024. A group of customers from Switzerland attended the premiere.

Image 3: The Jetfire 50 is able to cover a wide range of up to B3 format products in the commercial sector.

[Images](#) and further information about the company are available on the Heidelberger Druckmaschinen AG press portal at www.heidelberg.com.

For further information:

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